Clay County
and
Green Cove Springs
FLORIDA

Picturesque
Restful

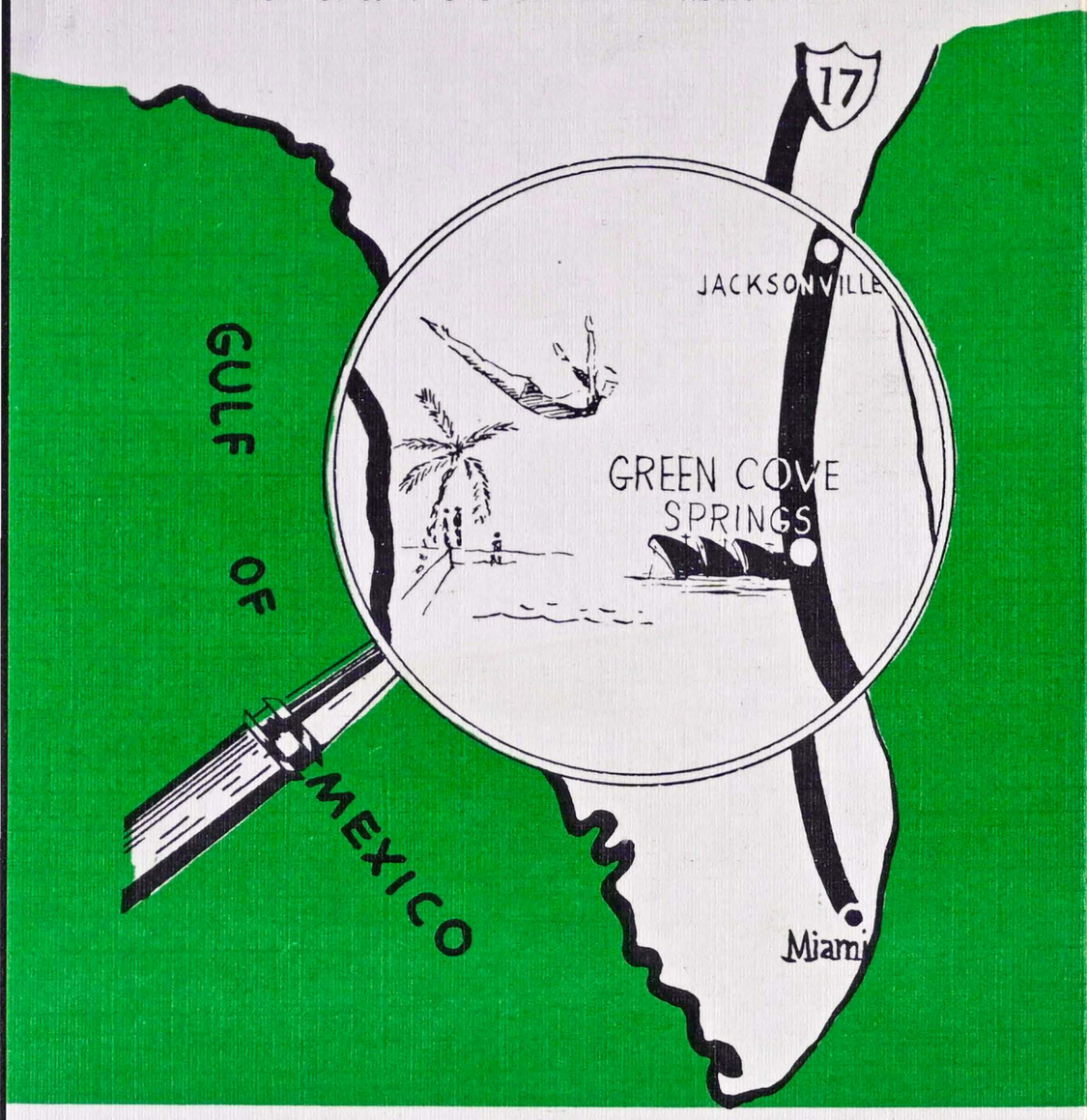
FLORIDA STATE LIBRARY

On the *Beautiful* St. Johns River

- ☆ Keystone Heights
- ☆ Lake Geneva
- ☆ Orange Park
- ☆ Middleburg
- ☆ Penney Farms
- ☆ Doctor's Inlet

Clay County

"New U. S. 17 Shortest Fastest Route to Miami"



Churches — Baptist, Methodist, Presbyterian, Episcopal and Roman Catholic — and four large church recreation centers welcome the Navy, residents and visitors into friendly social and religious groups.

County schools, located in the city, are necessarily large and complete, serving a wide area by a safe modern school bus system. Camps for Boy and Girl Scouts are among the country's best.

You don't have to go out of your way to see Green Cove Springs on U. S. 17, the fastest route through Florida. See Green Cove Springs first . . . see the Fleet . . . enter the Chamber of Commerce prize bass fishing contest . . . but don't overlook other charming settlements in Clay County.

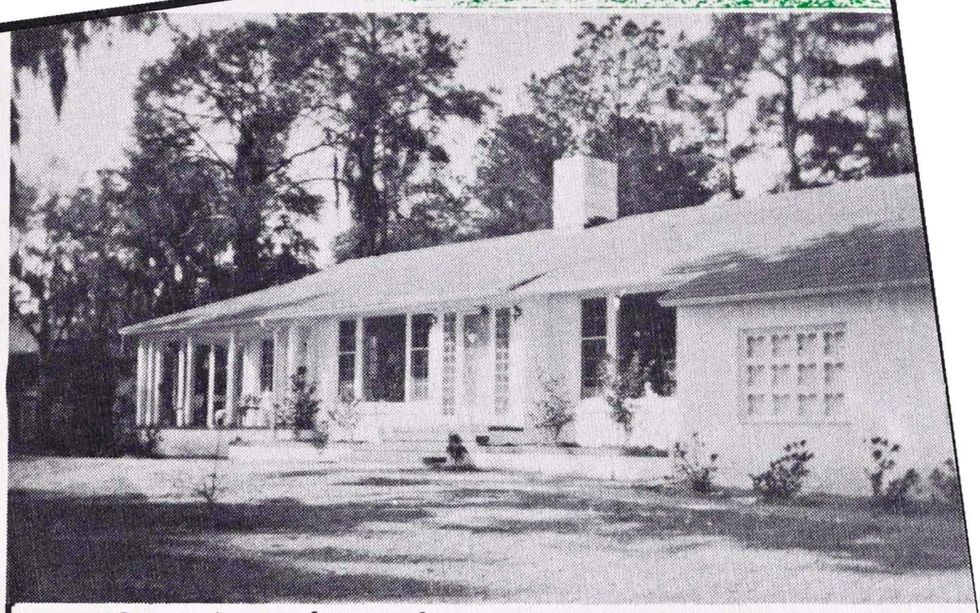
KEYSTONE HEIGHTS nestles on the shore of beautiful Lake Geneva. Bass fishing? The best! Chicken farming is popular in this section which is served economically by Clay Electric Cooperative, Inc., a county-wide rural electrification association, one of the finest in the South. Woman's Club. Rotary.

ORANGE PARK on the St. Johns River is nationally-known as the site of Moosehaven, opportunity home of the Loyal Order of the Moose. Here, too, is an important unit of Yale Experimental Laboratories. Lions Club. Woman's Club.

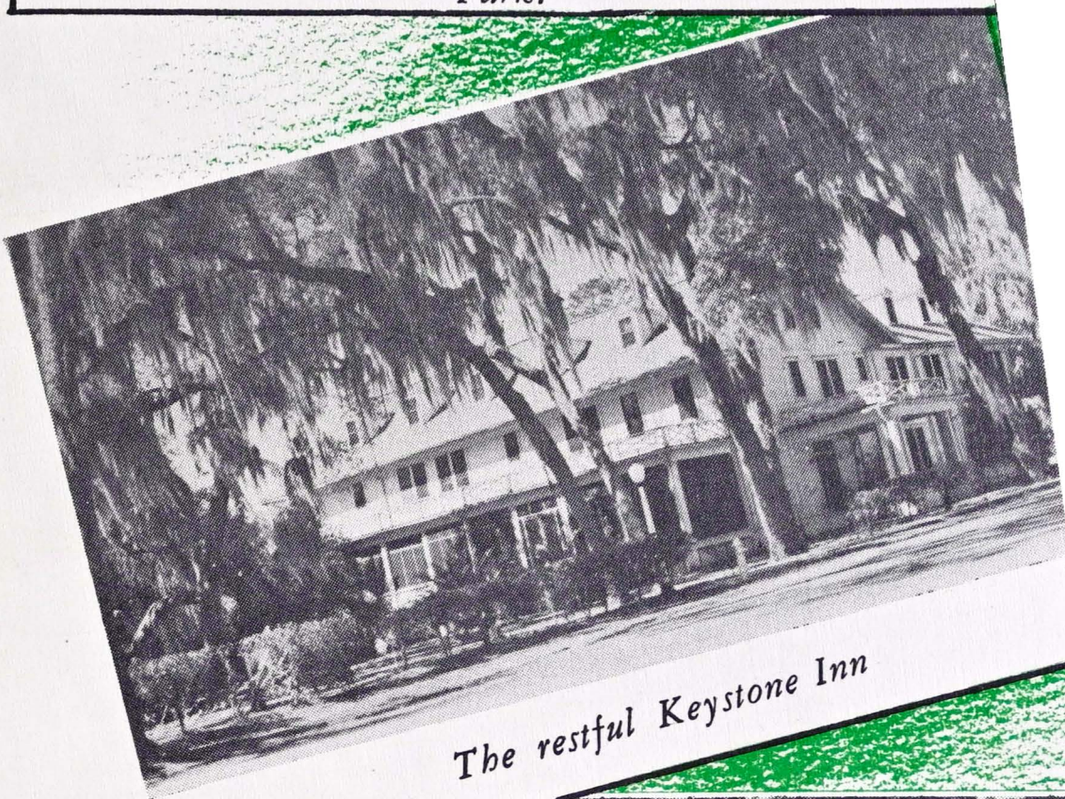
DOCTOR'S INLET is a vegetable-growing center, with cattle and lumber assets, a major soap-fat plant and a brick kiln.

MIDDLEBURG is a lumber, turpentine and farm center.

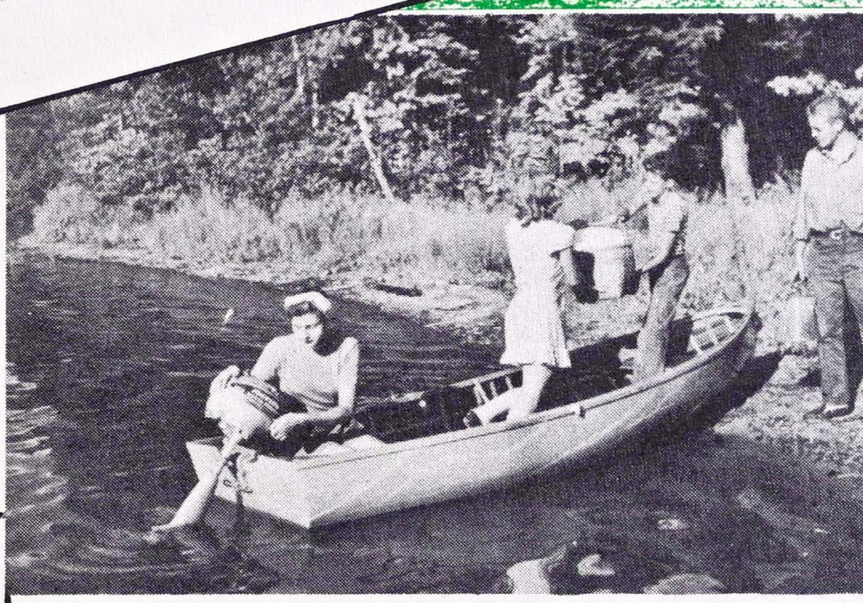
PENNEY FARMS is a model community founded by the late J. C. Penney. A gracious residential development about a Memorial Chapel to Mr. Penney's minister father provides homes for retired Christian ministers. One of Florida's largest dairy farms and an excellent golf course are nearby.



Superintendent's home, Moose Haven, Orange Park.

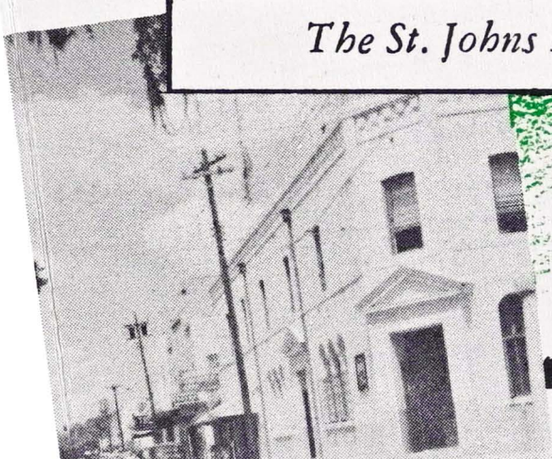


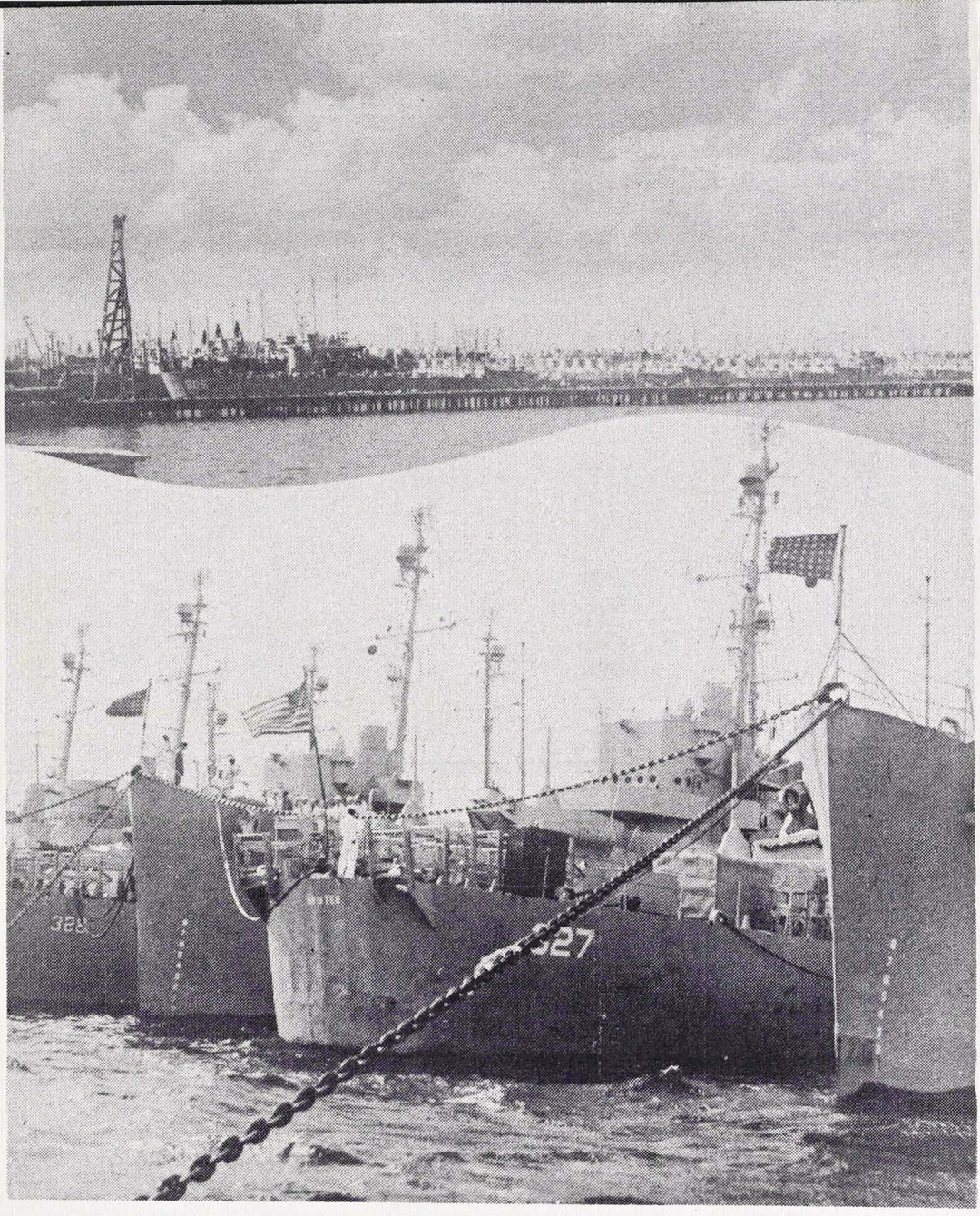
The restful Keystone Inn



The St. Johns River—Picnickers' Paradise

Street



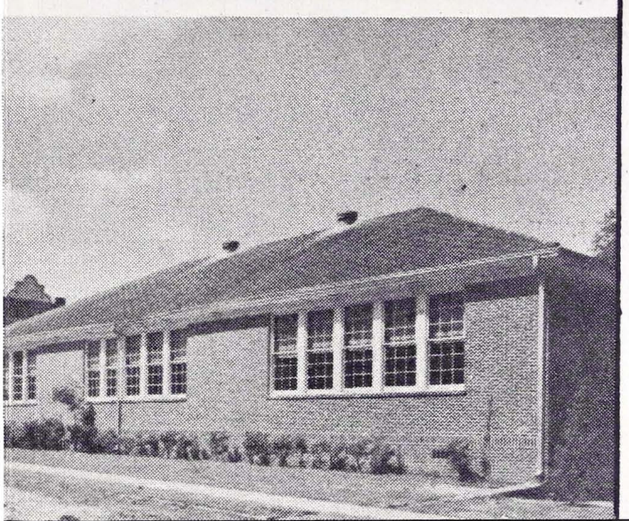


The Navy's 550-ship Atlantic Reserve Fleet . . . the world's largest . . . is berthed at Green Cove Springs

GREEN COVE SPRINGS in Florida's most beautiful, healthful and restful vacation area, is the seat of CLAY COUNTY between the blue 5-mile-wide St. Johns River and the rich hill-forest country of mid-Florida. President Lincoln, in the 1860's, helped call the world's attention to beneficial mineral waters here, and a prosperous city soon grew up about the famed Springs. Today a mild inland climate, an expanding agriculture, scientific forestry, year-round swimming and the nation's finest black bass fishing provide further attractions for new visitors and new enterprise.

Photos Courtesy W. M. Cline Co., Chattanooga, Tenn.

ay County High School is modern



A well-developed Main S

One of Green Cove Springs' many fine Churches.

The comfortable Qui-Si-Sana Hotel

The broad bass-filled St. Johns River invites boatmen.

Ephemeral - Clay Co.

Green Cove Springs, 26 miles south of metropolitan Jacksonville, on high land overlooking a sweeping bend in the majestic St. Johns River, lies amid a lacework of tributary waters and hundreds of calm inland lakes in Clay County, world-famed as the home and spawning ground of the hard-fighting Florida black bass.

Clay County Students receive timber training from forestry experts.

At the center of town a phenomenal natural spa flows 3000 gallons per minute of sparkling crystal curative waters into a great outdoor patio pool where swimming or relaxing aqua-therapy can be enjoyed 12 months a year . . . because the temperature of the waters never varies from a comfortable 78° Fahrenheit.

Deer, quail, squirrel, large and small game, populate the rolling hill country to the West. Hunting lodges and fishing camps in Clay County are among Florida's finest.

Excellent hotels, all of them homelike, boast personalized accommodations and service — especially for visiting family groups. Wholesome foods and undisturbed rest and recreational opportunities have earned Clay County hotels an enviable reputation.

Green Cove Springs is a wonderful place to rest, but is far from asleep either socially or business-wise. Civic institutions — Rotary, Lions, garden clubs, Florida's oldest woman's club and a wide-awake Chamber of Commerce are hard at work to coordinate both old and new enterprises for greater progress and profit.

The United States Navy has built a base here for 550 fighting ships of the Atlantic Reserve Fleet, Florida Group — the world's largest fleet! There is also a Navy flight training field here. Sightseers flock to see the fleet, but more important, Naval personnel provide a stable economic unit contributing steadily to the city's prosperity. A large modern hosiery mill, a veneer factory, a pulpwood industry, lumbering, vegetable farming, dairying, poultry and cattle raising and mining add to Clay County business advantages. Low taxes, the best in rail (mainline, Atlantic Coast Line RR), highway and water transportation, Jacksonville's national distribution center nearby and availability of labor and raw materials make Green Cove Springs worth study by small industries.

For Further Details

Write The Chamber of Commerce

Green Cove Springs, Florida